

**REMARKS/ARGUMENTS**

Applicants thank the Examiner for a careful review of this application. Applicants respectfully request reconsideration of the application in view of the following remarks. The rejections of cancelled claims 30-33 are rendered moot.

Claims 9-11, 13, 22-25, 27, 30, and 31 were rejected under 35 USC § 102(e) over Sorvari et al. (US 2004/0043758) "Sorvari". This rejection is respectfully traversed.

Sorvari et al. defines, for example, a wireless device, such as a phone, PDA, that is enabled to compile multiple lists of bookmarks, wherein lists may be organized on the basis of user access. A mobile telecommunications device includes a browser to permit a user to navigate between different pages and display information therefrom. The device has a processor to compile various lists of bookmarks. The lists contain entries selected by the user or may have bookmarks downloaded to the device, by a network operator. The lists can also include the bookmarked addresses accessed most recently or most frequently by the user. The lists can have entries corresponding to addresses previously accessed by the user manually typing the address into the handset. The lists may be restricted to a limited amount of entries, or may contain all the entries in the bookmark list or manually entered, in order of frequency of access by the user. As can be seen, the emphasis is on bookmarks, and providing recommendations to users, based on prior use.

To the contrary, the one aspect of the invention, which is not taught be the bookmark recommendation system, is the rendering of a displays the set of services. The bookmarks provided by the Sorvari are not services on their own, nor do they represent a link to a service. Technically, a bookmark is like a shortcut to an internet website (URL), and the link may or may not be present when accessed. Addresses on the internet change over time, and

many times, it is possible to click on a link that takes the user to a down site. For this reason, search engines utilize crawler software that searches the web to identify active and non-active sites. Further, the presentation of the URL bookmarks in lists, in the form of a recommendation, does not actually define the presentation. The list only defines a recommended list, from which a user may or may not select. In the claimed invention, a renderer generates a display of the set of services on the mobile device. The renderer displays services of the set of services in a primary, secondary, and tertiary positions on a mobile device display. The primary positions are most predominate in the mobile device display and the tertiary positions are least predominate in the mobile device display. Functionally and structurally, it is submitted that Sorvari is simply directed to a different technology than that of what is claimed. It is appreciated that Sorvari shows a list, but the list is not of services on a mobile device, but for internet websites that can be accessed, if the selected by the user based on a predicted recommendation.

Claims 14-17, 28, 29, and 33 were rejected under 35 USC § 103(a), as being unpatentable over Sorvari in view of Fano et al. (2002/0133545) "Fano". This rejection is respectfully traversed. Fano teaches a location based user interface that initiates a location-based service based upon the location of the user. See Fano at page 2, paragraph 23; page 10, paragraphs 94-96. It is submitted that Fano does not cure the deficiencies of Sorvari. Accordingly, it is respectfully submitted that the dependent claims rejected under Section 103 are patentable over the combination, for at least the same reasons the independent claims are believed patentable.

Accordingly, a Notice of Allowance is respectfully requested. If the Examiner has any questions concerning the present amendment, the Examiner is requested to contact the undersigned at (408) 749-6903.

**Please charge a ONE MONTH extension to Deposit Account No. 50-0805 (Order No. SUNMP324).**

If any additional fees are due in connection with filing this amendment, the Commissioner is also authorized to charge Deposit Account No. 50-0805 (Order No. SUNMP324). A duplicate copy of the transmittal is enclosed for this purpose.

Respectfully submitted,  
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